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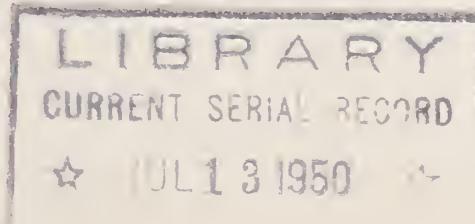
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# MARKETING ACTIVITIES



U. S. Department of Agriculture  
Production and Marketing Administration  
Washington 25, D.C.

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## HAY FOR PROFIT

Hay has not lost status as a first-ranking crop just because horses are on the way out. It is proving itself to be a money maker in the dairy barn and the feed lot.

## PUTTING PRODUCE ON WHEELS

"Produce hits the skids"--semi-live skids, that is--might have been a better title for this story, which shows how fruit and vegetable handling methods are being improved.

NAMO FACES MARKETING PROBLEMS . . . . . Page 14

When representatives of the National Association of Marketing Officials met in Washington recently they did some plain talking about marketing problems and practical solutions.

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# Hay for Profit

By W. H. Hosterman

The old expression "That ain't hay" has lost its significance. Some changes have taken place in farm planning and hay itself that have knocked the bottom out of the phrase. More and more farmers are pointing to improved fields, rich pastures, and mows full of high-protein feed and saying "That is hay and I'm proud of it!"

Actually, any feeling that hay was a second-rater among major farm crops has never been warranted. Ranking right behind corn, wheat, and cotton in farm value, hay has not lost ground simply because its one-time top consumer, the horse, is passing out of the picture. The fading demand for hay as a feed for horses and mules has been more than offset by increasing use as a forage for cattle--in the feed lot and the dairy barn. More important recently, has been the increased utilization of top-quality hay as a relatively cheap source of protein for cattle and sheep. Moreover, in figuring the overall importance of hay and grasses no one can afford to overlook their incalculable value as soil builders and controllers of erosion and drought.



Hay must sell itself on its value as a money-maker in year-to-year farm operations, rather than in its role as a soil builder and erosion controller.

Both conservationists and marketing economists in the U. S. Department of Agriculture know, however, that hay must sell itself on its value as a money-maker in year-to-year farm operations, rather than in its role as a soil rebuilder and erosion controller.

Feeding experiments which have been conducted from time to time in different sections of the country show hay to be a relatively inexpensive source of nutrients. In New Jersey 100 pounds of total digestible nutrients cost \$4.23 when supplied in concentrates, \$3.35 when supplied in hay, \$2.07 when supplied in silage, and \$1.14 when supplied in pasture. At Huntley, Montana, 100 lbs. of total digestible nutrients cost \$1.20 when supplied in barley, \$1.03 when supplied in corn silage, \$0.64 when supplied in alfalfa hay, and \$0.37 when supplied in pasture. An analysis of costs of 100 lbs. of total digestible nutrients from published reports of farm management surveys made by the Bureau of Dairy Industry, U. S. Department of Agriculture, give the following figures: barley \$1.70, corn (silage) \$1.54, timothy hay \$1.21, clover hay \$0.97, alfalfa hay \$0.83, and pasture \$0.64.

#### Important in Crop Diversion Programs

With overall agricultural planning shifting toward greater livestock numbers, hay crops and pasture improvement programs are ideally suited to fill the gaps left by acres diverted from cash grain crops. Most of the hay produced in the United States is fed on the farm where grown. Of the 1948 crop about 13 percent was sold from the farm on which it was produced; but no information is available on the quantity moving in commercial channels or for use on nearby farms. Probably half of the hay that was sold was handled by the organized hay trade and was shipped by car or truck.

This movement of the 1948-crop hay from the farm on which it was produced varied, among different areas, from 4 percent in North Dakota to 60 percent in Arizona. In the Middle Atlantic and East North Central States about 10 percent of the crop was sold. In the dairy State of Wisconsin, less than 5 percent was sold. In Idaho, Nevada, Colorado, and New Mexico, where much livestock is summered in the mountains and brought down into the valleys for the winter, about 25 percent of the hay normally leaves the farm. A similar proportion moves from the farm in Washington and Oregon, where much alfalfa hay is grown east of the Cascade Mountains, while most of the dairies are located west of the range. In California where dairying is concentrated near the large cities and where alfalfa is grown chiefly in the irrigated valleys, about 37 percent of the hay is sold.

The fact that dairy cattle consume about 53 percent of the total hay crop is the basis for this movement toward dairying regions. Beef cattle consume about 19 percent of this amount, sheep about 6 percent, horses and mules about 20 percent, and other livestock about 2 percent. In the breakdown of all feed consumed by separate groups of livestock hay makes up 26 percent of the total for dairy cattle, 14 percent for beef cattle, 12 percent for sheep and goats, and 33 percent for horses. Of the total feed supply for animals the hay crop furnishes about 15 percent.

Wherever hay has played a major role in successful farm feeding operations one common rule holds good: The quality of the hay must be high. Because feeding value in hay is tied so closely to quality there is good evidence that for many farmers the more economical way to increase the farm feed supply would be to improve hay quality through better cultural and curing practices, rather than through increased acreages. While weather conditions strongly affect hay quality, it has been observed that certain farmers in a given region consistently put up good hay.

At present very little definite data on the average hay crop is available. It is clear, however, that if farmers gave the same thought to improving the quality of hay that they have given to improvement of other farm crops--especially those they sell for cash--the feed value of the crop would be materially increased. Those farmers who plan to change their farm operations to include more grassland will find it profitable to produce quality hay for winter feed.



Year in and out, some farmers consistently put up good hay.

#### Alfalfa Is No. 1 Hay Crop

A reflection of the trend toward production of hay of higher feed value may be found in the recent increases in the more highly nutritive kinds such as alfalfa and lespedeza. Selection of variety, of course, may first be regulated by climatic and soil conditions, through the latter factor is subject to some control through soil conditioning. Of the total of 99,305,000 tons of hay harvested from 72,835,000 acres in 1949 about 39 percent was alfalfa hay, 25 percent timothy and clover mixture, 12 percent prairie hay, and about 9 percent was lespedeza. The remainder consisted of miscellaneous kinds such as Johnson hay and soybean hay.

Alfalfa is grown in almost every State. In 1949, thirteen States each produced 1 million tons or more of alfalfa hay. Most of these States were located either in the north central region or the western region where soils and climate are most favorable for alfalfa production. In recent years alfalfa hay production has also increased in the Northeastern States and in Maryland and Virginia although the increase has not been as great as in the North Central States.

Production of timothy and clover hay has declined in recent years though it is the second crop from a production standpoint. Since timothy

and clover are usually grown together the production or proportion of each of these kinds of hay cannot be ascertained. Clover, red, alsike, and white, probably makes up more than half of the total because these kinds of hay are prevalent in the States where dairying is the important farm enterprise and hays containing a maximum percentage of legumes are preferred. Timothy and clover hay will continue to be the principal kind of hay in those areas where good stands of alfalfa are difficult to obtain. It is relatively easy to obtain good stands of timothy in most of the area north of the Potomac and Ohio rivers and east of the Missouri River--a situation which assures a hay crop if the clover portion of the mixture is lost because of adverse weather conditions during the winter.

Lespedeza hay is produced to the greatest extent in a belt extending from Virginia and North Carolina on the east, to eastern Kansas and Oklahoma on the west. It is a legume that will grow on soils of a lower fertility level than the clovers and alfalfa although it will respond to lime and fertilizer. Lespedeza, with the exception of the Sericea variety,



Because of its hardy nature, timothy, or timothy and clover mixtures, will continue to be the principal kind of hay in those areas where good stands of alfalfa are difficult to maintain.

is an annual, the seeds of which germinate and start to grow rather late in the spring. Under these conditions weeds often are a problem from a quality standpoint. The crop is often seeded with oats or in winter wheat which tends to reduce the weed content, but when harvested following the grain crop the hay may contain a high percentage of straw or grain stubble.

Prairie hay production is confined largely to prairie and Great Plains States. It is made up of the native grasses harvested from the areas where the native sod has not been destroyed by plowing.

The remainder of the hay crop is made up of various kinds of plants suitable for hay, none of which are important except in rather restricted localities.

#### Hay Standards Stabilize Marketing

In an effort to bring about a more direct relationship between hay quality and price, and thus stabilize marketing, studies in hay standardization were begun in 1919 under the annual appropriation act for the United States Department of Agriculture. Prior to this time a county-wide survey of hay marketing practices was made and several bulletins on marketing hay were issued. Grades for timothy and clover hay were issued in 1922 and the standardization studies were extended to other kinds of hay in 1923. The research has been continued through the years and at the present time there are standards for eleven groups of hay as follows: Alfalfa and Alfalfa Mixed Hay, Timothy and Clover Hay, Prairie Hay, Johnson and John Mixed Hay, Grain, Wild Oat, Vetch, and Grain Mixed Hay, Lespedeza and Lespedeza Mixed Hay, Soybean and Soybean Mixed Hay, Cowpea and Cowpea Mixed Hay, Peanut and Peanut Mixed Hay, Grass Hay, and Mixed Hay.

These groups are based on the combinations of various kinds of hay commonly found together in the chief areas of production and in the principal markets. Timothy and Clover hays, for example, belong in one group because these hays are grown in quantity in the same geographic region and often appear in mixtures with each other.

#### Dealers Like Grading Schools

The National Hay Association and the New York Hay and Grain Dealers Association both have adopted the Federal hay standards and are using the standards as the basis of trading in those cases where specific grades and classes are quoted. However, many dealers continue to use descriptive terms when describing hay because they feel that dealers in certain areas are not thoroughly conversant with the standards. A number of schools have been held for the members of the hay trade during the last few years and in an effort to familiarize the handlers of hay so they can use the standards as a basis of trading. Interest at these schools has been high, and more important, dealers who have traded in hay for 20-30 years have been eager to test their "grading eye" and work with new testing techniques.

The standards are also used to determine both the quality of hay produced under controlled production experiments, and the quality of hay used in various feeding experiments.

In New Jersey samples were taken from the hay the farmers had produced on the farm and were feeding to dairy cattle. Samples were taken at monthly intervals (November to March 1948, and again in 1949) from

the barns of 10 farmers in each of 8 counties. These samples were graded each month shortly after they had been collected. A total of 1,100 samples, were graded, of which 17 percent graded U. S. No. 1, 46 percent graded U. S. No. 2, 18 percent graded U. S. No. 3, 17 percent graded U. S. Sample grade, and 2 percent did not classify as hay under the standards. The breakdown by classes indicates that the New Jersey farmer is growing considerable legume hay for dairy feeding. Thirty-seven percent of the samples was classed as alfalfa or alfalfa mixtures, 8 percent as clover or a mixture in which clover predominated, and 35 percent as timothy or a mixture in which timothy predominated. The remainder consisted of odds and ends, such as grass hay and soybean hay.

#### Feeding Values Studied

The standards are also used to determine the quality of hay used in feeding tests by the Bureau of Dairy Industry and a number of the State agricultural experiment stations. Currently a cooperative project between the Bureau of Dairy Industry and the Production and Marketing Administration is examining the correlation between grade of hay and feed value. This study is authorized and financed under the Research and Marketing Act of 1946. So far comparisons between U. S. No. 2 and U. S. No. 3, Alfalfa feed for milk production and calf growth have not shown much difference in favor of the U. S. No. 2 Alfalfa. Preliminary results with U. S. No. 1 and U. S. No. 3 Alfalfa being fed to dairy heifers in other trials this year at Beltsville indicate that U. S. No. 1 is superior to U. S. No. 3 in promoting growth as measured by gains in body weight.

#### Grading Service Provided

In order to insure that adequate trained personnel will be available to provide grading service in the hay trade throughout the country a Federal hay-inspection service is conducted by the Grain Branch of the Production and Marketing Administration. The general plan for this service provides for the employment of Federal or Federal-State hay inspectors at important central markets, and at shipping points under cooperative agreements between PMA and organizations, such as State departments of agriculture, commercial exchanges, and dealers' or growers' associations.

The work of the local inspectors is guided by supervising inspectors located at central points in the large hay producing and consuming areas. These supervising inspectors, or other employees of the Grain Branch, are available at certain points to make examinations if no inspector employed by a cooperating agency is available. Producers, dealers, and consumers also benefit from the educational work readily provided by inspectors for both the hay and straw standards and the inspection service.

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#### POISON LABELS MEAN BUSINESS

Proper use of the growing list of economic poisons requires careful reading of the label, stresses the U. S. Department of Agriculture in Picture Story No. 76, now available from USDA's Office of Information.

# Putting Produce on Wheels

By Joseph F. Herrick, Jr.

The physical handling of fresh fruits and vegetables in the marketing channel accounts for nearly half of the total marketing cost. How much this expense can be reduced through more efficient use of labor and equipment is being studied in a Research Marketing Administration project carried on by the Production and Marketing Administration, in cooperation with distributors.

The project is designed to show the best applications of labor and materials handling equipment, such as hand trucks, conveyor systems, skids, pallets and fork lift trucks, and combinations of these. In their work the researchers are not only introducing new equipment in stores and warehouses but also developing methods of improving the efficiency of that on hand. More efficiency in produce handling means cuts in the cost of marketing and thus benefits to producers, the trade, and consumers.

## Some Man-Hours Are Expendable

Although work is still in progress, preliminary findings indicate that considerable savings or reduction in man-hour requirements are possible even in the better managed warehouses and wholesale stores. This was determined by careful time study and analysis of the handling involved in unloading, storing and loading out. By revising some of the methods of using handling equipment, it is possible to reduce total man-hour requirements as much as 25 percent in some warehouses. Even without modifying plant facilities, and with the same handling equipment, the time studies indicate that as much as 40 percent of labor costs may be saved in the less-efficient warehouses and wholesale stores.

High on the list of handling aids which should enjoy broad acceptance is the semi-live skid and jack for use in team track unloading. Normally, in such an operation the truck is backed up to the open car, loaded as tightly as possible, driven to the store or warehouse and unloaded, again involving a good bit of muscle and time. By contrast, with the skid and jack system, the produce is loaded onto the skids which are arranged with their wheels or "live" ends forward in the bed of the truck. With four loaded skids to remove--instead of dozens of single crates--delivery is accomplished swiftly. At the destination the skids are mobilized simply by the jack, and wheeled from the truck bed when platforms are of proper height. A further refinement in the application of the skid and jack system is achieved where skids are loaded in the cars and then wheeled into the empty truck.

## LOADS WITHIN A LOAD

The semi-live skids on the left are really strong trailers or half-dollies sized to fit the bed of the truck. Their cargoes thus become loads within the load. Stability in transit is afforded by the "dead" ends which are made mobile by the wheeled jacks. Unloading is accomplished swiftly--in four operations rather than through handling scores of individual containers.

It is possible to stack loads weighing up to a ton on the skids--15 LA crates of lettuce, 24 standard boxes of oranges or 20 bags of potatoes.

"Locking" or "tying" the load is a good practice, particularly if hauls are lengthy or over rough roadways.



One essential to the use of semi-live skids is that platforms be at truck bed level, though moderate lifts, drops or gaps may be overcome by means of a bridge plate used singly or in combination with the tail gate.

### GOING A STEP FURTHER

Right--More handling has been avoided in that the skids have been loaded in the car and then wheeled into the waiting truck.

Further refinements in the application of the skids are being developed by U. S. Department of Agriculture researchers.



## LET SKIDS DO THE WORK

Less handling not only means lower handling costs but less wear and tear on both produce and men. Such operations as the "watermelon brigade" pictured on the left are common sights in produce markets.



Right--The "box" or "rack" skids serving as dollies cut out much handling because they can readily be moved into storage or on to retail stores.

Racks may be adapted to meet the needs of different items--just as there is a great deal of flexibility in the application of the skids themselves.



## TWO KINDS OF LOADS

The packed-to-the roof load on the left looks good, but it means individual handling of each box in both loading and unloading. Even with the help of a hand truck, little time can be saved because each box must be manually loaded.



Right--In contrast, researchers have shown that stacking containers so that each hand truck load is a unit--allows quick pickup and movement, and pays off in time and labor saved.



Ordinarily the skids are stacked with a predetermined number of packages, varying of course, with container size and commodity. It is possible to stack 15 LA crates of lettuce, 20 bags of potatoes, 24 standard boxes of oranges or comparable loads of other commodities on skids of a general size. Generally it may not be too efficient to exceed a load of 2,000 pounds on each semi-live skid. "Locking" or "tying" the load are good practices, particularly if trips to the store are lengthy or over rough roadways.

One essential to the use of semi-live skids is that platforms be at truck bed level, though moderate lifts, drops or gaps may be overcome by means of a bridge plate used singly or in combination with the tail gate.

With this type of operation real savings occur at the store where one or two men can remove 200 lugs of tomatoes, 60 LA crates of lettuce, 80 bags of potatoes, or 96 standard boxes of oranges in a matter of five minutes or less. This means that an equivalent car load can be removed from the truck to the store platform in less than one man-hour. The low man-hour requirement is due to the need of rolling out only 15-25 skid loads instead of handling as many as 750 individual packages.

In addition to the saving in man-hours, less handling means less bruising and spoilage. Finally, other operations and traffic are relatively less hampered because docks and platforms are tied up for shorter periods of time.

#### Hand Truck Loads Ready-Made

An example of an improved technique with equipment in use is found in the researchers' suggestion for better utilization of the hand truck. Although this device normally expedites and eases motor truck unloading because two or three containers may be moved at once, containers must still be handled separately in loading onto the hand truck. The researchers have shown that proper stacking of the containers on the motor truck-bed--so that each hand truck load is arranged as a unit--will allow quick pickup and movement with the hand vehicle. When compared with the normal jammed-to-the-roof truck cargo, this loading arrangement shows that substantial savings in labor are possible.

A third phase of the research--adapting in-use equipment for greater service--is illustrated by the suggestions that these same hand trucks be modified with racks to unload odd-sized objects such as watermelons. A stake rack on a hand cart may take the football antics out of a watermelon brigade but it cuts man-hours and certainly is easier on the fruit as well as on the men.

In some broader phases of the study the investigators are finding out just what men and equipment do while unloading a refrigerator car or truck, placing the produce in storage, moving the produce from point to point inside the store or warehouse, or moving the produce out of the warehouse to the receiving truck. Each of these operations are timed

with a stop watch and are carefully analyzed to detect unnecessary steps or actions. Initial and operating costs for equipment are also under scrutiny.

#### Industry Cooperation Eases Research

While the overall scope of these studies was originally somewhat minimized through having to observe only "on the job" operations, some 1,300 time study observations were made of 6 types of handling equipment used alone or in combination. To plan ways of increasing the comparisons of various handling methods and to hasten results, representatives of the Production and Marketing Administration met with members of the trade who agreed to make their warehouses available for time studies of regular handling operations, and observation of revised operations under laboratory conditions. So far "laboratory" observations have been made in warehouses in Pittsburg, Kansas; Springfield, Missouri; and Shreveport, Louisiana.

In many cases rather startling results have been obtained. Often the revisions greatly reduce the labor force required to do a particular job. Changes occasionally alter labor schedules. Workers on occasion must be trained for new tasks. In each case confidential reports on results of comparing the old and revised handling operations are given to the warehouse manager. When enough warehouses are studied to make a representative sample a report will be prepared to present handling technique findings to the entire trade.

Undoubtedly, changes in equipment are desirable for many dealers but the study, so far, indicates that many methods can be adapted which will make the use of existing equipment more efficient. The Marketing and Facilities Research Branch, which is conducting this work, is preparing a more complete report showing warehousemen how to make better use of the equipment they already own. This report will also present the findings on most efficient techniques. It will include more detailed evidence that most handling of produce in markets and warehouses can be done more efficiently--making possible the lower marketing costs sought by growers, the produce industry and consumers.

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#### BUYING HABITS ANALYZED IN QUARTERLY REPORT

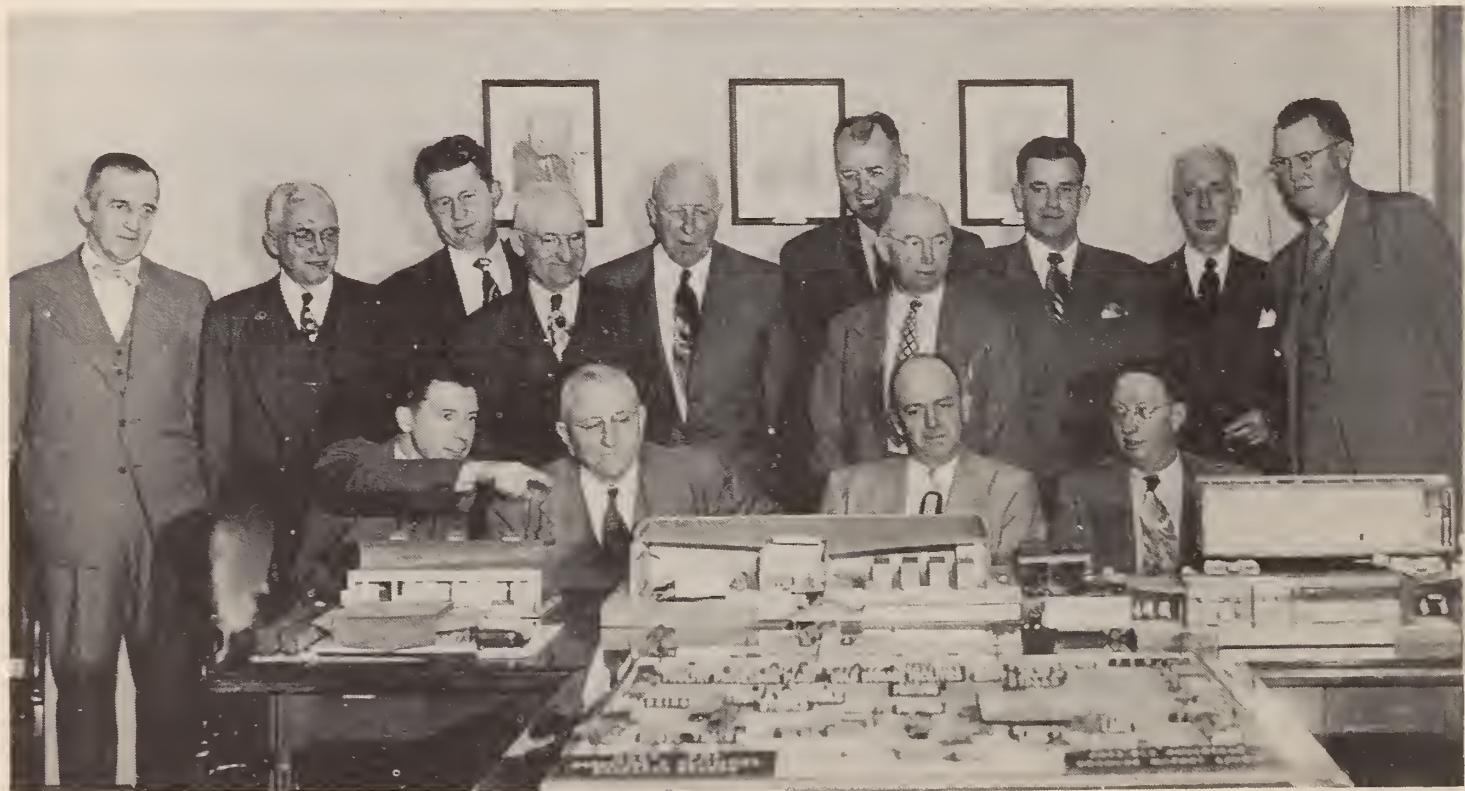
The USDA monthly surveys on buying practices of household consumers in the purchase of citrus fruits, dried fruits, and fruit juices--both canned juices and frozen concentrates--are being analyzed and compared for release on a quarterly basis. The three-month survey, which will soon be available from the Fruit and Vegetable Branch of PMA, will furnish producers, shippers, and processors of these fruits and fruit products with information on purchases at retail by a national sample of several thousand household consumers. Established under the Research and Marketing Act, the project represents a new type of cooperation between the industry groups involved and USDA. The Fruit and Vegetable Branch of PMA and the Bureau of Agricultural Economics are jointly responsible for the Department's work under this project.

# NAMO Faces Marketing Problems

Discussions at the Atlantic States Division Meeting of the National Association of Marketing Officials recently held in Washington clearly highlighted two major problems: (1) The increasing complexity of marketing, with surpluses apparent in some areas and lessened demand in others; and (2) the real drop in farm income and the declining producer's share of the consumer's dollar. On the brighter side is good evidence that cooperative Federal-State Marketing Service programs are paying off in better quality products for consumers and generally more effective marketing--that the service itself is improved through more highly trained personnel whose operations are guided by experience and research--and, finally, that the responsibility for sharing these difficult marketing problems is being shouldered by more and more individuals and agencies both in and out of agriculture.

## Hutchinson Praises NAMO

One of the foremost groups attempting to solve agriculture's most pressing problem of marketing is the National Association of Marketing Officials, said Asst. Secretary of Agriculture Knox T. Hutchinson, as he welcomed its officials in behalf of the U. S. Department of Agriculture.



Looking over a market model is a group of National Association of Marketing Officials at the 1950 Atlantic States Divisional Meeting in Washington. Seated, L to R, are: Howard L. Stier, Md., Chairman, Atlantic Division; J. A. Meek, Va.; Matt Jennings, Tenn., President, NAMO, and George H. Chick, Me., Secretary and Chairman-Elect, Atlantic Division. Standing, L to R, are: K. R. Slamp, Penna.; Warren W. Oley, N. J.; Ed Wilson, Jr., Okla.; C. M. White, Me.; Miles A. Nelson, Mich.; H. A. Dwinnel, Vt.; B. P. Storrs, Conn.; J. Dan Baldwin, Ky., Secretary-Elect, Eastern Division; Webster J. Birdsall, N. Y.; and John A. Winfield, N. C.

Mr. Hutchinson made it clear that he considered the work of such groups as the NAMO to be of "indispensable value to agriculture" because of its "front line" participation and its experience with the day-to-day problems of marketing. Assistant Secretary Hutchinson furthermore assured the marketing officials of the Department of Agriculture's full recognition of these serious problems and of its earnest efforts to solve them.

Dr. Bushrod Allin, Chairman of the Outlook and Situation Board, of the Bureau of Agricultural Economics, outlined briefly part of the role government is playing in its efforts to maintain a vigorous and prosperous agriculture. Dr. Allin called attention to three previous post war agricultural depressions, and pointed to the present decline in farm prices. He saw little parallel, however, in the current drop and previous collapses. Two principal reasons for this, in Allin's opinion, are: (1) The position of the United States in the world economy is vastly different than ever before, and (2) the relation of the Federal Government to the domestic economy has changed. Long range, this means a somewhat more favorable outlook for agriculture.

For 1950, Dr. Allin said that consideration of the four major measures or indices of agricultural prosperity--wholesale prices, farm income and expenses, values of farm land, and cash farm wage rates--while reflecting a downward trend, indicate that realized net income of farm operators will be almost one-third below the post war peak of 1947, but still more than double the prewar level.

#### Demand Is Bargaining Power

In a further examination of the economic status of agriculture, Dr. Allin called for a recognition of the distinction between rate of output or producing power in relation to total output to demand, which is bargaining power. Due to technology, farmers' producing power is high and still growing, while their bargaining power has been declining recently. This situation gives rise to a farm price problem. Bargaining power has been strengthened somewhat by such programs as acreage allotments and marketing quotas carried out with the aid of the Federal Government. These safeguards, now incorporated in the Agricultural Adjustment Act of 1938, were secured for farmers many years after the manufacturing industry got its first comprehensive and effective tariff act in 1842. Now, the key issue is the resolution of this grave problem--a problem in which agriculture's strong and increasing productive power serves to weaken its relative position in the overall economy. Recognition that supplies are out of line with demand is being followed up with adjustments in the acreage of several important crops. But the major problems are not solved, warned Dr. Allin, and he assured the marketing officials that their suggestions are welcomed.

#### RMA Programs in Twenty-nine States

Of special interest to all marketing officials and to the Department representatives were the discussions devoted to the marketing service work progressing in the States under authority of the Research and Marketing Act of 1946. Presiding over the panel was Mr. Leighton G.

Foster, Chief, State Marketing Service Staff, Production and Marketing Administration. Mr. Foster reported that 29 States and 2 territories are participating in RMA programs for 1950. These State projects range broadly among such practical work as quality improvement, labeling, inspection and standardization. Progress in the field of marketing, Mr. Foster pointed out, often means that we must lay the groundwork early, often cutting across the lines of production. The answer to "when should a peach be picked?" he said, "had certainly better be answered before the picking."

The two steps in attaining a sound base for action, he said, were, first, improving and expanding the sources of market information and basic data, and second, analyzing and adapting these figures to suit the specific problem.

In actual situations, such an approach has paid off. For example, Mr. Foster reported that in Wisconsin the cranberry growers suddenly discovered that their fresh market was dwindling--that more and more was going to the canning trade. A preliminary survey indicated that few growers knew what their neighbors were producing; and when the survey was completed, the industry found that far too much emphasis had been placed on early varieties. The change in planting should result in a better relation between the quantity sold fresh and the quantity sold to processors.

#### Fruits and Vegetables to Fill Cotton Cutbacks

Leading off with his State's progress report on RMA activity was Matt Jennings, Chief, Tennessee Division of Markets. Mr. Jennings observed at the outset that expansion in fruit and vegetable production would likely be Tennessee's answer to cutbacks in cotton. Sweetcorn is certain to come in for greater emphasis, reported Mr. Jennings, but, at least for the present, the acreage would serve only to fill the demands of the more heavily populated areas in the State and would not figure nationally. Sweetpotatoes were offered as an example of a vegetable distinctly in need of additional service work. Mr. Jennings pointed out that thus far some progress had been made in the treatment of soft rot in storage but there was still much work to be done. He also emphasized that sweetpotatoes were often mishandled in both display and storage at the retail level. Strawberry production, too, is certain to need some objective State-wide planning. Relatively low electrical rates have expanded quick-freezing operations until there are 29 strawberry packing plants in the State. Production is inadequate to meet this demand without greatly diminishing the volume going to the fresh market. Mr. Jennings warned that if the fresh market gave out completely producers would find themselves in an extremely disadvantageous position.

Mr. Jennings reported that livestock projects in the State include a study of the correlation between grade and carcass cutout in hogs, and a survey of the hog auction markets which are springing up throughout the State. Mr. Jennings observed that this development might well be part of the needed trend toward marketing closer to the source of production.

Mr. Ed Wilson, reporting for Oklahoma's Division of Markets, stated that marketing service work in watermelons has been a major RMA project in the State. In Oklahoma's highly organized melon program, particular emphasis has been placed on quality. In last year's 18,000-acre crop of melons, 40 percent was State inspected and most of this percentage rated No. 1. Experience has shown that it has not been profitable to market culls, pointed out Mr. Wilson. In 1948, for example, many cars failed to meet grading requirements. This stricter grading service, plus a highly organized system of market news collection has resulted in a far more stable market for Oklahoma melons. Often in previous years prices within the same weight and grade have ranged as much as 30 to 40 cents per melon, whereas in 1949 this variation averaged no more than 10 cents.

Mr. Wilson reported that the producers' associations were carefully guarding the State grade label--even to the point of barring it from the first and last pick of the season which might be slightly off mid-season flavor.

#### Best Markets Sought Daily

The market news service provided for Oklahoma watermelon producers includes a day-to-day report on weather conditions in specific markets--a service which allows shippers to move or transfer their marketings quickly to destinations where weather and price conditions are most favorable to a strong melon market. This information is collected at the State office in Oklahoma City. Dealers and producers, have high regard for this service and make many collect calls to secure it promptly. Moreover, as a part of the demonstration program, the industry has prepared a film which has been in great demand.

Another Oklahoma RMA project, reported on by Mr. Wilson as an example of on-the-spot marketing work, served to prevent severe losses to blackberry producers and at the same time moved produce to consumers at moderate prices. As berry producers in a heavily producing area began to move the crop, the fruit at first sold for around \$5.00 a crate--a price which soon backed away the buyers. On the fourth or fifth day bidding had practically ceased and the price dropped to \$1.80 per crate. At this price most producers refused to sell. Called in to resolve the stalemate, State marketing officials were able to work out marketing arrangements for sales to canners and for fresh use which resulted in a return to growers which averaged \$3.80 a crate. At this reasonable figure the entire crop moved swiftly and without further incident.

It is not possible to solve all marketing problems in such a manner, pointed out Mr. Wilson. This year Oklahoma onions have presented a serious marketing problem, for the chief obstacle to a better market appears to be timing. Oklahoma onions move to market at a period when shipments of Texas Bermudas are greatest.

Reporting on Virginia's market expansion work under the Research and Marketing Act, Mr. A. G. Moffett, introduced by J. H. Meek, Chief, Virginia Division of Markets, stated that 10 projects have been approved for 1950. Virginia's program, outlined in a prepared release submitted

to the marketing officials includes a project in which special market information on supply, market conditions, and price are collected for Virginia's agricultural products. Thus far, an interchange of data has been worked out with the Federal-State market news service. Additional plans are in the making to collect consumer information. The complete data will be tabulated, analyzed and distributed on a timely basis.

Another project, described by Mr. Moffet, is designed to improve marketing facilities, dissemination of price information to producers, and to promote grading and quality identification of dressed and pre-packaged meats for consumers. This program will be financed on a fee basis, assessed under the regular inspection service. In addition, a comprehensive study of all types of market information is now being made, to determine the extent it is actually being used. At the same time overall coverage by radio stations and newspapers, and the markets they serve, is being surveyed.

Virginia is also conducting a service program to improve the marketing facilities and the grading and identification for consumers of poultry and eggs. A similar program is being formulated for fruits and vegetables in which display techniques and blending of color will be studied in both independent and chain retail stores. Longer range planning also being undertaken by the State includes an apple and peach tree survey of tree numbers by varieties, age groups, and location.

In the summary discussion of Research and Marketing Act activity in the States, Mr. J. H. Meek observed that there was a great need for retail market news. He insisted that it was essential that producers have more specific information as to both quality and price for products reaching the retail outlets.

#### Truck Movements Difficult to Tally

The collection of accurate and useful information on truck movements of fruits and vegetables is proving to be a problem of growing concern to all marketing officials as well as to producers and handlers immediately affected. Throughout the NAMO discussions pertaining to these problems were echoed the opinions that truck movements are by nature difficult to record and in most instances unscheduled and unreported. Strong evidence of truck movement's growth, however, was presented by Mr. C. D. Schoolcraft, Chief, Market News Division, of PMA's Fruit and Vegetable Branch. Mr. Schoolcraft pointed out that while the total of marketed produce has grown steadily, rail movement has progressively declined since its peak year of 1946, when 1,020,000 carloads were reported. In 1947 this figure had dropped to 950,000; in 1948, 889,000; and last year's total had declined to 785,000 cars.

This trend toward increased truck hauling varies with different areas and commodities, said Mr. Schoolcraft. Available data show that from the Lower Rio Grande of Texas 68 percent of produce is hauled by truck; Florida citrus moves at about a 50:50 ratio; and in the Long Island potato area the truck haul is around 85 percent of the total.

### Cross Country Hauls Increasing

Mr. Schoolcraft also commented on the change in the nature of truck transportation. In the definite trend toward longer hauls the 600 to 1000-mile limit which existed in prewar years no longer applies. The industry reports a marked increase in cross-country transport. Involved in this development, observed Mr. Schoolcraft, is an increased movement of Pacific Coast fruits and vegetables eastward. This provides a return load to truckers primarily concerned with movement of dairy and poultry products from the Middle West to the West Coast States.

Illustrative of the reporting problem, explained Mr. Schoolcraft and Mr. John Buntin, Transportation Specialist in the Market News Division, was the situation faced by market reporters in the 1949 South Carolina peach deal. Here potential production of some 10 to 12,000 carloads of peaches is concentrated in an area 75 miles square. At the outset of the 1949 harvest, movement was largely by rail, and tabulation of truck volume and movement was fairly complete. Suddenly the situation reversed itself. Almost overnight the market changed and the bulk of the crop began to move in trucks. Dump trucks, cattle trucks, coal trucks from mid-western mining regions, and itinerant truckers bought much of the pick "orchard run" and sold it where they could. Under such conditions collection of truck volume data became impossible.

### Value of Reports Examined

Both Mr. Schoolcraft and Mr. Buntin summarized their remarks on reporting truck movements by stating that there is not only a problem of procedure involved but also, in areas close to the market, a question of actual value to the industry of reports of truck shipments. In cities close to producing areas the produce has often been sold and perhaps consumed by the time shipment data can be collected and reported to producers and handlers. It was pointed out that truck volume reporting is an expensive line of work and that expansion must wait additional funds and personnel. Both USDA spokesmen emphasized the necessity for the produce industry to make its position clear with respect to obstacles involved and real value of the data obtained.

### State Problems Outlined

Problems faced by the various States in reporting truck movement were highlighted by the situations existing in Ohio and upstate New York. Wesley Windisch, Chief, Ohio Bureau of Markets, explained that Ohio has no single concentrated area of fruit and vegetable production and its largest centers of population are well distributed. Mr. Webster Birdsall, Chief, Bureau of Markets, New York, reported a similar problem in upstate New York. There he said, many trucks are "rolling open"--that is, selling wherever and however they may, and thus there is no chance to obtain accurate information. In the concentrated producing areas of Long Island, however, a cooperative reporting system has furnished marketing men with fairly accurate figures on distribution. George Chick, Chief, Bureau of Markets of Maine, related that potato truckers were frequently not in a position to give definite destinations due to

market changes enroute. Trucks originally headed for Boston might find the market changed so that it was necessary for them to move on to Providence or even further south.

Warren Oley, Director, New Jersey Division of Markets, described a cooperative market news service functioning in his State whereby reports on truck movement of potatoes which last season were about 95 percent complete were obtained from 24 dealers. The data, showing destinations, was reported around 3:30 PM by the dealers, mimeographed at the Division of Markets and mailed out first class so that it was available to the dealers the next morning--before their daily operations began. Statements from the dealers indicate that the service aids them in figuring out where, as well as what volume to ship.

#### Crop Reports Round Out News Service

In his new position as chief of the Crop Reporting Service of the Bureau of Agricultural Economics, Mr. S. R. Newell, well known to NAMO officials for his many years work in coordinating the marketing service activities of PMA and State Market Divisions, commented that the Crop Reporting Service desires an even greater degree of cooperation with the State marketing agencies. Mr. Newell emphasized that the 41 State offices of the crop reporting service stand ready to aid the State Bureaus and Divisions of Markets. Mr. Newell observed that the crop reporting service, working closely with the Federal-State Market News Service, should be of inestimable value in working out overall marketing problems.

In his discussion of the various seasonal reports Mr. Newell stated that the March Intentions Report should be accepted for what it is--an indicator. If overall figures show too much or too great an increase in a particular crop, producers will normally change their plans. This does not reflect error on the part of the service, but is rather a practical indication of the function of crop reporting. Looking ahead, Mr. Newell observed that it might in the future be possible to issue crop reports on a more local basis, and perhaps more promptly. Mr. Newell summed up his remarks by stating emphatically that the service does not want to collect statistics only as collectors items--but only when and because they are useful.

In the ensuing discussion, some of the real benefits of the Crop Reporting Service were suggested by Mr. Ben Storrs, Chief, Connecticut Division of Markets. Mr. Storrs pointed out that at one time speculative operators were able to play producers of one part of the country against those of another with false rumors on volume of production. He explained that this is no longer possible because of the respected and valuable data of the reporting service. Mr. Storrs considered the service to be of special value to small operators in that it gives them a better basis for bargaining, particularly with perishables.

One example of a well organized regional reporting service described by Mr. Storrs is the weekly chick placement release which originates in Boston. This report aids the broiler industry because it enables feeders to predict with reasonable accuracy what the market will be 12 weeks

hence--simply by comparing volume and demand information with past experience.

John Winfield, Director, North Carolina Division of Markets, sees the Crop Reporting Service as a direct aid in his State for the most advantageous locating of large fryer and broiler enterprises. The information enables the State marketing men to get a broader picture of their production and consumption relationships. Indicative of North Carolina's attitude toward crop reporting has been the recent reinstatement of a county census of agriculture, a survey which had been dropped for some time.

Another regional reporting service was outlined by Mr. H. A. Dwinnel, Director of Vermont Division of Markets. In Vermont a seasonal maple sugar reporting service is based on information turned in each Monday to a county office. At this level the reports are summarized cooperatively by the Sugar Makers' Association. The information includes data on altitude (which determines the date the sap is ready to run) and the price and production for the previous week. An indication of the reliability of this report is found in the fact that wholesalers are reluctant to quote their price until these reports are prepared. Producers profit from the service because they are able to bargain on a favorable basis with large sugar packers. Vermont is considering extension of this service to other commodities such as windfall apples, which in some years have been the basis for heavy losses to orchard owners.

#### Crow Cites Need for Facilities Improvement

Speaking on the general expansion of marketing facilities, William C. Crow, Director of the Marketing and Facilities Research Branch, cautioned that adoption of forms of mechanized marketing has lagged behind the field in the overall effort to cut handling costs. He said that by and large we have learned how to plan marketing plants for fruits, vegetables, poultry, eggs, meats and frozen foods, but as yet application of these ideas has been too meager. On the brighter side is the evidence showing that in those places where these plans have been put into use, a considerable degree of efficiency has been attained.

Mr. Crow explained that problems vary not only with individual commodities but also with the manner in which the commodities are handled. With frozen foods, for example, wholesalers must make provision to store extra supplies because retail stores do not have the facilities to maintain adequate supplies on hand. Fortunately there is a move toward cutting down the size of wholesale cartons of frozen items so that retailers can handle whole cartons, and thus eliminate a great deal of extra handling.

These internal handling systems are equally as important as the general design of these marketing plants, pointed out Mr. Crow, and he cited instances where the loading and unloading time per carload had been reduced by 1/3 with utilization of the right kind of equipment.

One particularly encouraging development in establishing more efficient produce handling has been the interest shown by commercial firms

cooperating with USDA in allowing time studies on the job. In those cases where handling operations have been revised according to USDA suggestions, savings in man-hours up to 75 percent have been reported. Reductions in man-hours by 40 percent are not uncommon and in one case the construction of a new warehouse with revised methods of handling cut down the man-hours required for a certain operation from 30 to 1 1/2.

According to Mr. Crow, USDA also is testing mechanical improvements in many marketing fields. An example of one of the more recent development is a type of refrigerated car which automatically maintains desired temperatures, above or below freezing. The car contains two units, both gasoline operated, which have provided proper temperatures under extremely adverse testing conditions. Costs for the mechanically refrigerated cars average about \$13,000 as compared with \$8,000 for the common ice-cooled car.

Another example of a technique developed through research by USDA and now being adopted by industry is a streamlined system of checking out housewife's purchases in super-markets. Under this system the purchases are bagged and change is made in a fraction of the usual check-out time. Still another development which holds promise for the marketing of fresh citrus juices is a mechanical dispenser of fresh orange juice which has greatly increased sales wherever it has been installed.

#### Market Financing Discussed

Of particular interest to more and more marketing officials, Mr. Crow comments, are methods of financing new markets. In this discussion Mr. Stanley Lee of the Benton Harbor, Michigan produce market, described his market's expansion program of last year which involved a \$53,000 outlay. At the time the Benton Harbor market was established, its indebtedness ranged slightly over \$250,000. Now, as of 1949, all retail markets, paving, sewage and standard facilities are paid for. It had taken 15 years to pay off the original indebtedness of a quarter million dollars. On this point of market finance, David F. Smith, Manager of Salt Lake City's municipal market, pointed out that the Utah establishment had been financed and built by those who used it. Mr. Smith believes this to be one of the fundamental bases for establishing a strong market.

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#### **MARKETING AGENCIES, COLLEGES, PRODUCERS AND PUBLICATIONS SHOW GREAT INTEREST IN FEBRUARY ARTICLE: "THREE HOGS"**

The February MARKETING ACTIVITIES article "Three Hogs Went to Market," by Mr. H. E. Reed, has aroused such unusual reader interest that reprint copies have been made available from the Information Branch, PMA, U. S. Department of Agriculture. Publications desiring to carry "Three Hogs" may obtain glossy prints of the illustrations from the Editor, MARKETING ACTIVITIES, at the same address.

In the article, Mr. Reed, Director of the Livestock Branch, has outlined the development of the tentative Federal hog grades recently announced.

FIRM PACKING OF WOOL BAGS  
ASSURES TRUE SAMPLES FOR TEST

Core sampling of wool to determine shrinkage is best accomplished when wool is firmly packed in the bag, advise officials of the Production and Marketing Administration of the U.S. Department of Agriculture. Firm packing works to the advantage of producers in that the sample more accurately reflects the lot of wool to be tested for shrinkage and assures a more accurate appraisal of the wool clip.

Livestock Branch officials of PMA, in charge of core sampling work for the Department's price support program for wool, point out that from a well packed bag, the coring tube draws a more complete core, and a more representative sample is obtained. With about 25 percent of the 1949 clip sampled by the core method and more widespread use in prospect this year, well packed bags have become a much more important factor in wool marketing operations than in past years.

Bagging Costs Cut

Livestock Branch officials also point out other advantages to producers in packing wool bags firmly. For example, if a grower with a relatively small clip of 4800 pounds packs it into bags averaging 150 pounds in weight, he will need 32 bags. If instead he puts the wool up in well packed bags of 240 pounds average weight, he will need only 20 bags. With bags costing \$1.25, the smaller number of bags would represent a saving of \$15.

Determination of shrinkage on the basis of core samples is made at the Branch's two laboratories in Washington, D. C., and Denver, Colo. A certificate showing the shrinkage of the samples analyzed is made available to the person requesting the service. Other information on the service may be obtained from the Livestock Branch, PMA, United States Department of Agriculture, Washington 25, D. C.

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FREIGHT RATE AND FARM PRICE LEVELS COMPARED

Prices of farm products for the past two years have been declining while rail freight rates have been rising. This and other information is found in a recent report issued by the Bureau of Agricultural Economics, U. S. Department of Agriculture. Under prevailing rates, the price-rate situation is likely to get worse for most agricultural products moving by rail, the report points out. The report indicates that many shippers are likely to seek less costly forms of transportation or to ship shorter distances than when rail rates were more favorable.

The report "Railroad Freight Rates and Prices of Agricultural Products, 1913-50," appears in the April issue of BAE's Marketing and Transportation Situation. The article is based on research conducted under provisions of the Research and Marketing Act of 1946.

# Marketing Briefs

Dairy.--The Production and Marketing Administration announced April 14 that 15 million pounds of butter and 5 million pounds of cheese, acquired by the Commodity Credit Corporation under mandatory price-support programs, have been made available for distribution to various Federal agencies and for donation to School Lunch programs, the Bureau of Indian Affairs, and to both public and private welfare agencies for the assistance of needy persons in this country. The action, taken under the provisions of Section 416 of the Agricultural Act of 1949, makes these quantities of butter and cheese available to eligible public and private agencies for distribution within the United States. Donations to private welfare organizations for the relief of needy persons abroad, authorized under the last priority named in the Act, are not covered by today's announcement.... A decision to decrease by about 13 cents per hundredweight, on an annual average basis, the minimum farm prices of Class I, Class II, and Class IV milk in the South Bend-La Porte, Ind., milk marketing area was announced March 13 by PMA of the U.S. Department of Agriculture. PMA officials stated that the proposed change, considered at a public hearing February 20 in South Bend, would bring minimum farm prices in the area more nearly in line with those in the Chicago market (the milkshed of which overlaps that of South Bend and La Porte) and assist the marketing of surplus milk supplies locally during the spring and summer months of heavy milk production. Before the change can go into effect, it must be approved by two-thirds of the dairy farmers regularly supplying the market.

Fruits and Vegetables.--The Production and Marketing Administration announced April 13 that it has recommended adoption of several amendments to the marketing agreement and order regulating the handling of fresh peaches grown in Georgia. The amendments were proposed by the Industry Committee, the administrative agency established under the marketing program, and the Department's recommendation is based on evidence presented at a public hearing held at Macon, Georgia, on February 23 and 24, 1950. The principal amendments recommended would (1) authorize the issuance of separate regulations applicable to shipments of peaches to destinations in the adjacent States of Florida, Alabama, Tennessee, North Carolina, and South Carolina; (2) authorize the establishment of minimum standards of quality and maturity; (3) effect certain changes in respect to the issuance of exemption certificates; and (4) authorize the payment of compensation and reimbursement of expenses to members and alternate members of the Distributors' Advisory Committee.

Grains.--The Commodity Credit Corporation of the U. S. Department of Agriculture announced March 28 that it has completed awards in accordance with the announcement of March 3 that the Corporation was preparing to buy additional emergency storage facilities to help handle grain which

will be turned over to CCC this spring under price support programs. Awards have been made for a total of 84,731,800 bushels of capacity of bin type and comparable grain storage structures. All of the structures bought are of a semi-permanent type which can be dismantled and moved to other locations and converted to other uses when they are no longer required by CCC. Range of awards on a per bushel basis was 17.7 cents to 24.16 cents, all calculated on an erected basis....In mid-April the Production and Marketing Administration announced the following national basic support prices for eligible seed meeting the basic price requirements of the 1950 program for winter cover crops and Kobe lespedeza, in accordance with the Department's announcement of March 31: Hairy vetch, 14.70 cents per pound; Common vetch, 6.57; Willamette vetch, 6.57; Austrian winter peas, 4.52; Crimson clover, 16.30; Blue lupine, 4.52; Common rye-grass, 7.34; Roughpeas, 6.00; and Kobe lespedeza, 12.00.

Livestock.--The schedule of shorn wool purchase prices under the 1950 wool price support program is based on the national average support level of 45.2 cents per pound, grease basis, the Production and Marketing Administration announced April 14. In the 1950 schedule price differentials between grades of wool are more closely in line with current market relationships than in the schedule under last year's program. In determining the 1950 relationships between grades, 1949 purchase prices, which are representative of wool prices between 1941 and 1948, were averaged with 1949 open market prices. By equal weighting of these two, consideration is given to the historical price relationship between grades as well as to the current market relationship. In general, 1950 prices for "fine" wools are a little higher than they were in last year's program, while prices of "medium" and "coarser" wools are somewhat lower. Another change in purchase prices this year affects fleece type wools of the fine and half-blood grades. Last year the bright and semi-bright fleece wools were combined and had the same prices. This year separate prices are included in the purchase schedule for the bright and semi-bright classifications of these two grades. A schedule of 1950 pulled wool purchase prices will be announced soon.

Potatoes.--April 17, the Production and Marketing Administration recommended adoption, subject to grower approval, of a proposed marketing agreement and order program for the handling of Irish potatoes produced in California (with the exception of Modoc and Siskiyou counties.) California growers will vote in a referendum to determine whether or not they favor the proposed marketing agreement and order program. During the referendum period meetings will be held throughout the production area to acquaint growers with the provisions of the proposed program. Two-thirds of the growers, by number or by volume of production, voting in the referendum, must favor issuance of the order before it can be made effective. If the order is not approved and not issued, than California potato growers, (with the exception of Modoc and Siskiyou counties), will not be eligible for price support. The proposed program would be administered by committees composed of local potato growers, and would authorize regulation by grade, size, and quality of shipments of potatoes grown in the area.... PMA announced April 21 that 1949-crop Irish potatoes acquired under the price support program are available on a donation basis to eligible recipients, with transportation and handling

charges paid for by the Government. Authority for this action has been provided under Section 3 of Public Law 471, recently approved by the President.

Poultry.--The Production and Marketing Administration announced April 13 that there will be no price support program on 1950 production of chickens (including commercial broilers) and turkeys. The announcement was made at that date to enable chicken and turkey producers to take this factor into consideration in their plans for 1950 production. Price support for chickens and turkeys is not mandatory under the provisions of the Agricultural Act of 1949. In determining whether a price-support operation shall be undertaken, the Secretary is directed to consider a number of factors, among them the perishability of the commodity, the importance of the commodity to agriculture and the national economy, and the ability of the Department to dispose of stocks acquired through a price-support operation. A consideration of all factors involved led to the decision....PMA announced April 6 that the purchase of dried eggs will be continued during May and June at levels reflecting to producers a price of at least 25 cents a dozen (27 cents a dozen when delivered by the producer to the plant of the drier). This will be a continuation of the support program that has been in effect since January.

Sugar.--The Production and Marketing Administration announced Commodity Credit Corporation has arranged for the shipment of 218,814 short tons of Puerto Rican raw sugar. The purchase of this sugar on behalf of the Economic Cooperation Administration for shipment to Austria and Germany was announced on February 6.

Tobacco.--Average loan rate, and schedule of rates by grades, of Commodity Credit Corporation loans on 1949-crop Maryland (type 32 and 32B tobacco in loose leaf form were announced April 14 by the Production and Marketing Administration. The loans, which will be made on a grade basis in connection with the regular auction sales, average 41.8 cents per pound, which is 90 percent of the parity price for Maryland tobacco as of September 15, 1949. (As this is 1949 crop tobacco, the computation of parity is in accordance with provisions of the Agricultural Act of 1938, as amended. The 1950 crop loan level will be computed as provided in the Agricultural Act of 1949.) The 1948 loan rates averaged 43.9 cents per pound. The schedules of grade rates range from 9 to 66 cents per pound. The loans, which will be available only to the original growers, will be made through the Maryland Tobacco Cooperative, Upper Marlboro, Md.

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#### ESTIMATING AND REPORTING SERVICES DESCRIBED

"The Agricultural Estimating and Reporting Services of the U. S. Department of Agriculture" (Misc. Pub. No. 703) outlines the history, organization and methods of agricultural estimates, and also surveys other pertinent reports and services. Prepared by the Bureau of Agricultural Economics and the Production and Marketing Administration, the publication is available upon request to the Information Branch, PMA, U. S. Department of Agriculture, Washington 25, D. C.

## ABOUT MARKETING

The following publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

### Publications:

The Market News Services (Reprinted from MP No. 703) 28 pp. (PMA) (Printed)

Grain Production and Marketing. MP-692. October 1949. 78 pp. (PMA) (Printed)

Retailing Prepackaged Meats. December 1949. 27 pp. (PMA) (Processed)

The Wholesale Produce Market at Milwaukee, Wis. January 1950. 101 pp. (PMA in cooperation with Dept. of Agricultural Economics, University of Wisconsin) (Processed)

Marketing Idaho Potatoes, Season 1949-50. 15 pp. (PMA and Idaho Dept. of Agriculture cooperating) (Processed)

Marketing Texas Spinach 1949-50 Season. March 1950. 3 pp. (PMA) (Processed)

Summary 1950 Florida Strawberry Season. April 3, 1950. 2 pp. (PMA and Florida State Marketing Bureau cooperating) (Processed)

U. S. Standards for Green Tomatoes for Processing (Effective April 15, 1950) March 23, 1950. 2 pp. (PMA) (Processed)

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Marketing Activities

